

REGISTER OF CLASSIFICATION DECISIONS

Title of Publication: Erotica Lifestyles Expo Billboard

Other Known Title: Not Stated

Format: Billboard

Director/Author: Not Applicable

Producer/Publisher: Not Applicable

Country of Origin: New Zealand

Language: English

Applicant: Secretary for Internal Affairs

Distributor: Erotica Expo Limited

Classification: Unrestricted.

Descriptive Note: Not Applicable

Display Conditions: Not Applicable

Date of entry in Register: 26 February 2008

Date of direction to issue a label: Not Applicable

OFLC No: 702680

Excisions: Not Applicable

Reasons for excisions:

Not Applicable

**Summary of reasons
for classification:**

The advertising billboard entitled *Erotica Lifestyles Expo Billboard* is classified as:
Unrestricted.

The billboard depicts a woman's breasts with text relating to the dates and location of the Erotica Lifestyles Expo event and a double entendre concerning sexual arousal. The billboard is designed to attract visitors to the Erotica Lifestyles Expo. The publication was submitted by the Secretary for Internal Affairs under s13(1)(b) of the Films, Videos and Publications Classification Act 1993 (FVPC Act), following a complaint from a member of the public.

The billboard is neither aimed at, nor is it likely to be of particular interest to, children and young persons. Those whose interest will be titillated by the advertisement will be adults and mature teenagers whose exposure to the billboard is unlikely to injure the public good. No injury to the public good is likely to arise from the exposure of children and young persons to the publication either as the double entendre contained in the text will not be easily understood by them. Nor are they are likely to be shocked or disturbed by the image of a woman's breasts or to associate this image with sexual activity or 'pornography'. For these reasons the publication is classified as unrestricted.

The Classification Office has considered the effects of the Bill of Rights on the application of the classification criteria. The classification of this publication does not interfere with the freedom of expression.